

What is Data Readiness?

AI, personalization and real-time customer experiences all depend on one thing: trusted, fit-for-purpose customer data.

THE HIDDEN COST OF POOR DATA

Storing data in a CDP, data cloud or warehouse doesn't mean it's ready. When AI puts your data to work, the cracks show:

⌘ Duplicate records

⌘ Outdated profiles

⌘ Mismatched identities

"If your data has issues, then your data is not ready for AI, therefore, your organization is not ready for AI."

– Gartner

Bad data leads to big losses

\$5M+ 

25% of organizations with poor data quality lose \$5M+ annually
Source: Forrester

\$25M 

7% report losses of \$25 million or more
Source: Forrester

31% OF REVENUE

On average, a lack of data quality impacts 31% of revenue
Source: Monte Carlo

45%

45% of companies report that unstructured, fragmented data is their biggest barrier to AI success
Source: Hubble

WHAT DOES DATA READINESS LOOK LIKE?

To support AI and CX use cases, customer data must be both right and fit for purpose, meeting these six essential criteria:

Right Data

COMPLETE

All customer data types — structured, unstructured and semi-structured — from every source — behavioral, transaction, permissions — are unified to create a full, contextual view of the customer.

Fit-for-Purpose Data

ACTIONABLE

Profiles are accessible across teams and systems at the moment they're needed — ready to drive decisions and experiences.

ACCURATE

Data is cleansed, matched and unified to eliminate duplicates, fix inconsistencies and define relationships such as households or businesses.

TRUSTED

Match logic, profile components and relationship rules are transparent and tunable, giving teams confidence in how data is assembled and applied.

TIMELY

Profiles are continuously updated in real time to reflect the most current customer behaviors, attributes and model scores.

COMPLIANT

Data is secure, privacy-compliant and governed by enterprise-grade controls for access, consent and residency.

THE RESULTS

Achieving these criteria drives bottom-line results across the enterprise.

79%

INCREASE
in conversion rates from AI

20%

LIFT
in average order size

3x

CONVERSION LIFT
from improved match rates

THE REDPOINT DIFFERENCE

Redpoint's Data Readiness Hub ensures your customer data is ready to:



Boost Revenue

Tame messy, real-world customer data. Power AI and engagement of any kind.



Increase Productivity

Pre-built foundation accelerates time to value. Faster and smarter than DIY or customizing IT tools.



Fuel Agility

Deploy in any cloud or behind your firewall to meet security requirements. Easily adapt as your needs change. No vendor lock-in.

With Redpoint, your teams don't just have data — they have confidence in it.

READY TO MAKE YOUR DATA WORK?

Let's talk about how Redpoint can help you build a foundation of ready data that powers results across AI and CX.